



The Accommodation Program
New York, New York
800-929-1414

Eight Steps To Becoming An Accommodating Hotel



NON-SMOKERS
AND SMOKERS
WELCOME

*A Source Book
for Enhancing Customer Service*



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Eight Steps To Becoming An Accommodating Hotel

A Source Book for
Enhancing Customer Service



Sponsored by **The Accommodation Program**
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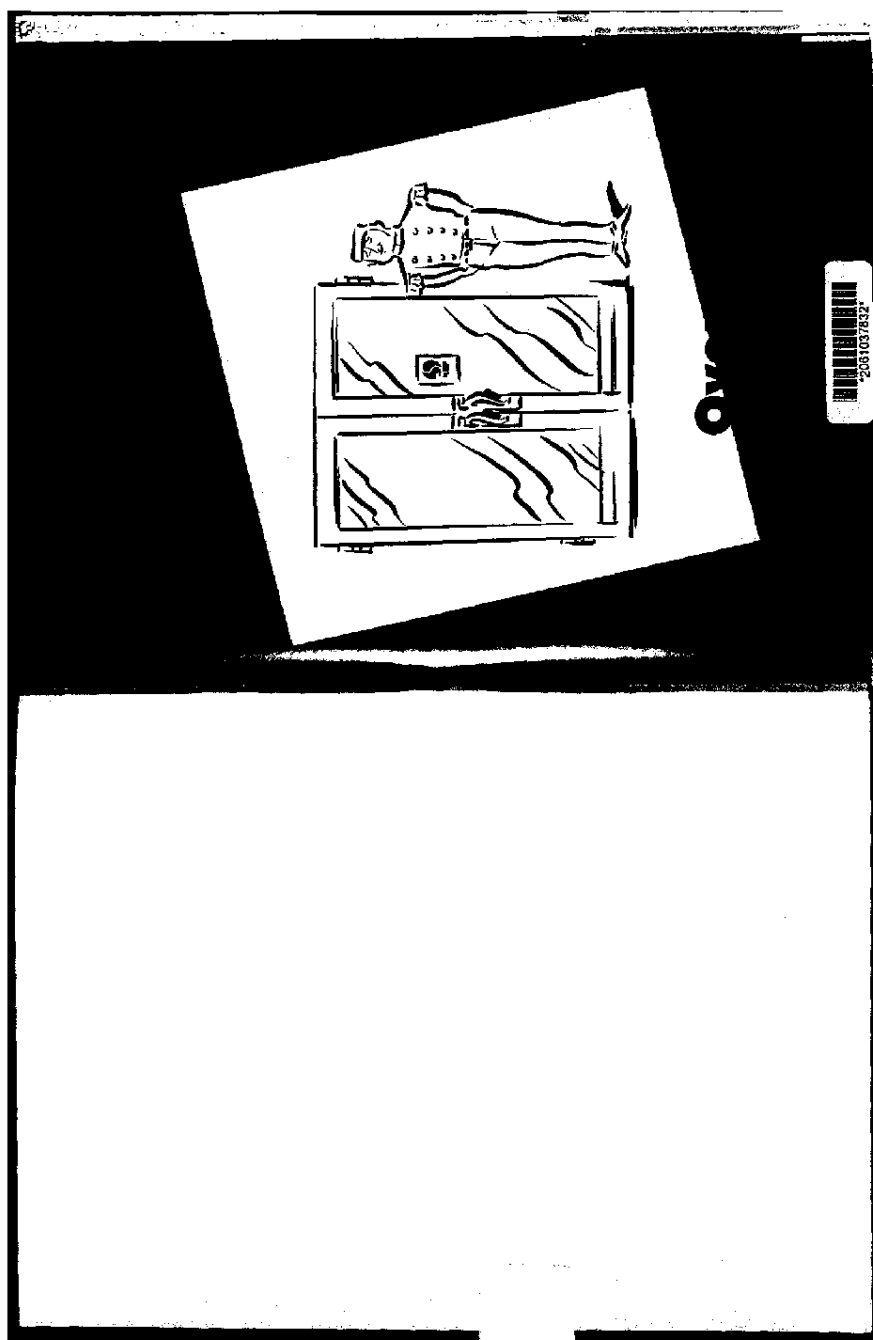
Eight Steps To Becoming An Accommodating Hotel — Checklist

Providing superior customer service is critical to the successful operation of your hotel. You can easily enhance your customer service by following these steps to accommodating your non-smoking and smoking guests. After reviewing The Accommodation Program Source Book and completing this checklist, you can proudly state that you are an "Accommodating Hotel."

- ☒ 1. Demonstrate your commitment to all of your customers by designating separate rooms and/or floors for non-smokers and smokers within the hotel. Also provide separate areas for guests in the lobby, conference rooms and other public areas. Prominently display The Accommodation Program signage to welcome both non-smokers and smokers. Use the catalog for free materials.
- ☐ 2. Allocate non-smoking and smoking rooms according to customer preference to maximize efficiency and minimize any guest complaints.
- ☐ 3. Enhance customer service by training your staff about accommodating non-smokers and smokers better. Use the customer service video tape and enclosed materials to improve your staff's ability to respond to complaints.
- ☐ 4. Inspect and, if necessary, improve the performance of your establishment's heating, ventilation and air conditioning system (HVAC). For free information and advice about HVAC systems, call the INvironment® Hotline at 1-800-722-9093.
- ☐ 5. Review the guide to hotel restaurants and lounges to improve accommodations for non-smoking and smoking customers in these areas. Properly allocate seating to meet customer preference.
- ☐ 6. Be familiar with your local and/or state laws as they apply to designating non-smoking and smoking areas and have a copy available for guests upon request.
- ☐ 7. Clearly mark your rooms and areas designated for non-smokers and smokers.
- ☐ 8. Now that you have taken steps to accommodate the preferences of everyone, consider using public relations or direct mail to get the word out about your commitment to customer service.



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Overview

Recognizing and respecting customers' tastes is the cornerstone on which any business is built. In today's competitive environment, guest retention becomes especially important. A key to building repeat business is paying attention to the fundamentals of hospitality: clean rooms, excellent food, atmosphere and attentive service. Because of increased competition, guests look for those establishments that go the extra steps in providing a fully satisfying lodging experience.

The Accommodation Program is a resource designed to help you enhance customer service by providing an accommodating environment for your non-smoking and smoking guests. The Accommodation Program was launched nationally in 1993. Participation has been extensive and is growing rapidly among hotels, restaurants, bowling centers and others in the hospitality industry. The Accommodation Program is supported in nearly every state in a variety of hotel, restaurant, tavern and bowling center trade associations.

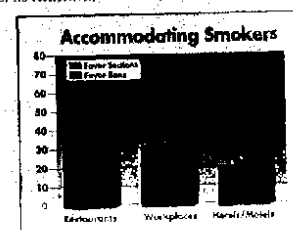
To help you accommodate all of your guests, The Accommodation Program Source Book was developed to offer helpful information about customer service, room designations, ventilation and more. By participating in The Accommodation Program, business owners and managers demonstrate that they can voluntarily meet the preferences of all customers. Having the ability to accommodate both non-smoking and smoking guests is important — since about 25% of all American adults smoke. Many businesses project sales losses if severely restrictive smoking laws are enacted, forcing them to alienate customers. Others fear the loss of convenient sites and are especially concerned about international tourism.

A study commissioned by the San Francisco Hotel Association estimates that if proposed O.S.H.A. rules to ban smoking in all hotels, restaurants, bars and other workplaces take effect, there could be a 6.8 percent decrease in foreign travel expenditures in the United States. This decrease could mean \$3.92 billion per year in lost sales, \$987 million per year in lost payroll and 62,000 lost jobs in the travel and tourism industry, not to mention \$525 million per year in lost federal, state and local taxes. According to a study commissioned by the National Restaurant Association, a nationwide smoking ban could result in an \$18.2 billion sales loss per year to the restaurant industry as customers choose to dine out less often and order fewer before- and after-dinner drinks and desserts. The research estimates that bars and lounges could lose 48 percent of annual sales if a national smoking ban were enacted.

Consumer research also supports the philosophy of accommodation. A USA Today/CNN survey found that a significant majority of Americans favor either designated sections or no restrictions at all in hotels and motels (78%), workplaces (67%) and restaurants (61%).

You should be aware of any local or state laws that may exist in your area regarding non-smoking and smoking regulations.

Then, by using the information contained in this Source Book to establish separate non-smoking and smoking rooms as well as designate areas in hotel lobbies, restaurants and lounges (with the any existing no smoking), you will have taken important steps toward making every guest feel welcome and comfortable.



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Overview (cont.)

Source Books also are available for owners and managers of restaurants and bowling centers. To order a free Restaurant Source Book, call The Accommodation Program at 1-800-929-1414.

To order a free Bowling Center Source Book, call the Bowling Proprietors' Association of America at (817) 649-5105, ext. 214.



Designating Rooms For Non-Smokers And Smokers

The trend of offering designated non-smoking and smoking rooms proliferated throughout the hotel industry in the 1980s. Today, non-smoking or smoking preferences are receiving the same priority as bed size, view and availability of handicapped-accessible rooms.

In order to accommodate the preferences of non-smokers and smokers, hoteliers need to determine:

- The optimum percentage of total inventory to allocate to non-smokers and smokers.
- Where to locate rooms for non-smokers and smokers within a property.
- How to communicate the rules to keep rooms fresh.
- How to market non-smoking and smoking rooms.

Hoteliers need to monitor room requests frequently to allocate rooms for non-smokers and smokers according to customer preference. To accommodate guests properly, the reservation or on-site desk staff should always ask the individual registering if he or she prefers a room for non-smokers or one for smokers. Many hotels choose to offer separate floors for non-smokers and smokers. Whether separate or centralized, ventilation systems need to be regularly inspected and maintained. (Please refer to the section "Enhancing Your HVAC System.")

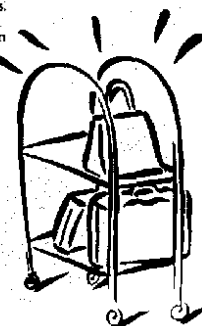


Reserving Rooms For Non-Smokers And Smokers

As with accommodating any guest preference, whether it is for a certain bed size, adjacent rooms, or any other request, the best time to allocate rooms for hotel guests is before they arrive at the hotel. This allows for proper planning to ensure that room availability matches guests' preferences whenever possible. This is especially important when the hotel is hosting a convention or large meeting.

Here are some tips for reserving non-smoking and smoking rooms:

- Train your reservation staff to ask whether the guest prefers non-smoking or smoking. Tracking responses over a three- to six-month period will allow you to determine how many rooms need to be designated for non-smokers and smokers.
- All confirmations should indicate whether the reservation is for a non-smoking or smoking room. In addition, telephone number should be offered so that guests can call to change the room designation, if incorrect.
- Any reservation forms for convention attendees should include a selection for non-smoking or smoking rooms.



Enhancing Customer Service And Handling Complaints

For a guest to have a fully satisfying lodging experience, every employee of the hotel must be working toward the same goal of complete guest satisfaction.

For a guest to have a fully satisfying lodging experience, every employee of the hotel must be working toward the same goal of complete guest satisfaction. Included below are suggestions on how to accommodate non-smokers and smokers throughout the hotel as well as information on guest complaints.

How To Accommodate At The Registration Desk

Upon entering the hotel, employees at the front desk are the first people the guest sees. This is the perfect time to demonstrate to guests that the hotel has a wide variety of amenities to meet their individual preferences.

- In the event the reservation does not indicate a preference for non-smoking or smoking, ask the customer, "Do you prefer non-smoking or smoking?"
- If space limitations require you to place a smoker in a non-smoking room, politely inform the smoking guest where smoking is permitted (e.g. the lobby, lounge and restaurants).
- If the guest believes he/she has been placed in a room that was not requested, try to accommodate that guest by offering another room. Immediately inform the manager of any complaints.

How To Be An Accommodating Bell Person

As a member of the bell staff, ensure guests are happy with their rooms and offer to relocate them if their smoking preference is not met.

- Cheerfully greet your new guest(s) and, as you enter the room, inspect it for cleanliness and odors. Make sure that ashtrays are empty and clean in rooms designated for smokers and that there are no ashtrays in the room if it is designated for non-smokers.
- Notify the manager if you notice a guest smoking in a non-smoking area.
- Carry an extra pack of matches or a lighter to assist your smoking guests.
- Know where to obtain cigarettes on behalf of your smoking guests.

Cheerfully greet your new guest(s) and, as you enter the room, inspect it for cleanliness and odors.

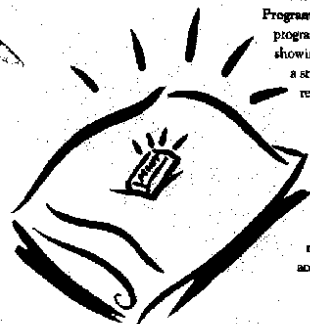


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Enhancing Customer Service And Handling Complaints (cont.)

How To Be An Accommodating Owner/Manager

- Solicit input from guests on how you can better accommodate them. This could include asking about non-smoking and smoking accommodations on guest comment cards.
- Encourage employees to share ideas on how to accommodate guests better.
- Pay attention to the total indoor environment including ventilation, temperature, humidity, noise, lighting and cleanliness.
- Educate employees about The Accommodation Program and show them how they can use the program to enhance customer service. Consider showing the customer service video tape at a staff meeting, especially for hotel and restaurant staff.
- Emphasize the importance of accommodation at staff meetings. Keep a manual so employees can quickly refer to information about accommodating non-smokers and smokers. Remind employees that the customer is always right and every effort should be made to accommodate his or her individual preferences.



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How To Handle Customer Complaints

Knowing how to handle customer complaints properly can help you ensure a higher level of customer satisfaction. Situations involving complaints should be viewed as opportunities to accommodate customers and establish repeat business.

When confronted with complaints by either non-smoking or smoking guests:

1. Be sincere and express genuine concern by listening to guests and determining the nature of their complaints.

2. Let guests know that you understand how they feel and apologize for any inconvenience. Make sure you use the words "sorry" or "apologize" because they tell customers that you have acknowledged their complaints.

3. If appropriate, relocate guests to another section of the hotel that is more to their liking.

4. Inform guests that your hotel strives to accommodate all of its customers and that you are eager to make sure every guest's stay is pleasurable.

After the situation has been corrected, you may want to ask guests if there is anything else you can do to make their stay more pleasurable.

- Communicate these experiences to employees so they also can learn from the situation.
- Always look for ways to prevent such situations from occurring in the future.
- Require all staff members to make you aware of guests' complaints; either handle the complaint personally or authorize the staff to do so.

Be sincere and express genuine concern by listening to guests and determining the nature of their complaints.



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Enhancing Customer Service And Handling Complaints (cont.)

When Handling Customer Complaints, Never:

- Ignore or get angry with the guest.
- Fail to say "sorry" or "apologize."
- Blame other employees or guests.
- Discuss the situation with other guests.
- Fail to make changes in procedures to reduce the risk of future occurrences.

How To Encourage Customer Compliance

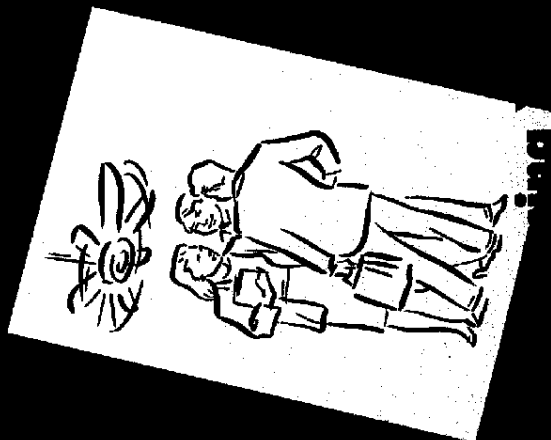
PROBLEM: If a guest is smoking in a non-smoking area, approach the guest with a positive frame of mind, asking in kind.

MANAGER: "Hello, my name is _____. I am the manager on duty. I am terribly sorry, but this is designated as a non-smoking area. However, you may smoke in our bar, lounge, restaurant or lobby areas (if permitted). I'm sorry for the inconvenience; would you like an ashtray?"

Most guests will say:

GUEST: "Yes, thank you."

MANAGER: "You're welcome."



Enhancing Your HVAC System

*For free advice and information
about HVAC systems,
call the INvironment® Hotline
at 1-800-722-9093.*

A properly performing air handling system is a key factor in enhancing the comfort of all your customers. Ventilation with outdoor air is generally the best way to help keep rooms feeling fresh. For free advice and information about HVAC systems, call the INvironment® Hotline at 1-800-722-9093.

In most guest rooms, ventilation with outdoor air is accomplished by using an exhaust fan in the bathroom, then providing "make-up air" either through the HVAC system that supplies the hallway or through a window or wall unit. Hotels with centralized HVAC systems may rely on airflow from under the door from a corridor to deliver outdoor air to each guest room. Some facilities that use window or wall heating and cooling systems include an outdoor air intake, though many do not. If there is no outdoor air supplied by the main HVAC system or wall or window unit, the bathroom exhaust will draw in air through any openings or cracks in the exterior walls, around windows, and through leaky door seals. This is called infiltration.

When the primary source of outdoor air in a room is infiltration, many serious operating problems can result. During the summer, hot and humid outside air leaking into rooms around windows and through the building's exterior can result in moisture condensation and deterioration of walls. In the winter, warm, moist air can deposit moisture in walls as it contacts cold surfaces that result from poor or improperly installed insulation and from infiltration. In addition to structural deterioration, moisture problems can cause mold growth on wall coverings, carpets and inside walls. These can add to the odor and irritation problems typically caused by poor ventilation.

Odor and irritation are the most frequent reasons guests complain about indoor air quality. In addition to poor ventilation and moisture build-up, common causes for these complaints include dust, dirt and biological organisms in the indoor environment. These can come from inside the room or from poor maintenance of the heating and cooling equipment. Often cleaning and deodorizing compounds used to cover over the real problems in a room can contribute to complaints. Careful selection of cleaning compounds, designation of rooms for non-smokers and smokers, improved maintenance of heating and cooling equipment, and added air filtration can all help to improve these conditions. A qualified HVAC contractor or consultant can provide advice on the best solution.

Regardless of the design and type of HVAC system used, if you keep your system clean and in good operating condition, with an adequate supply of outdoor air, you'll have made a good start. Here are some of the practical steps you or your HVAC maintenance firm may wish to consider:

- Operate the HVAC system according to manufacturer's instructions. For instance, there should be adequate outside air intake and vents should be kept open during operation.
- Operate the HVAC system properly for acceptable temperature and humidity. A qualified HVAC specialist can help you with this.
- Inspect unit ventilators in rooms and common areas. Clean them, change filters and check drain pans for dirt and biological growth at least once every season.

*There should be
adequate outside air intake
and vents should be kept
open during operation.*

Enhancing Your HVAC System

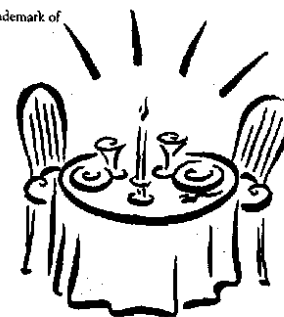


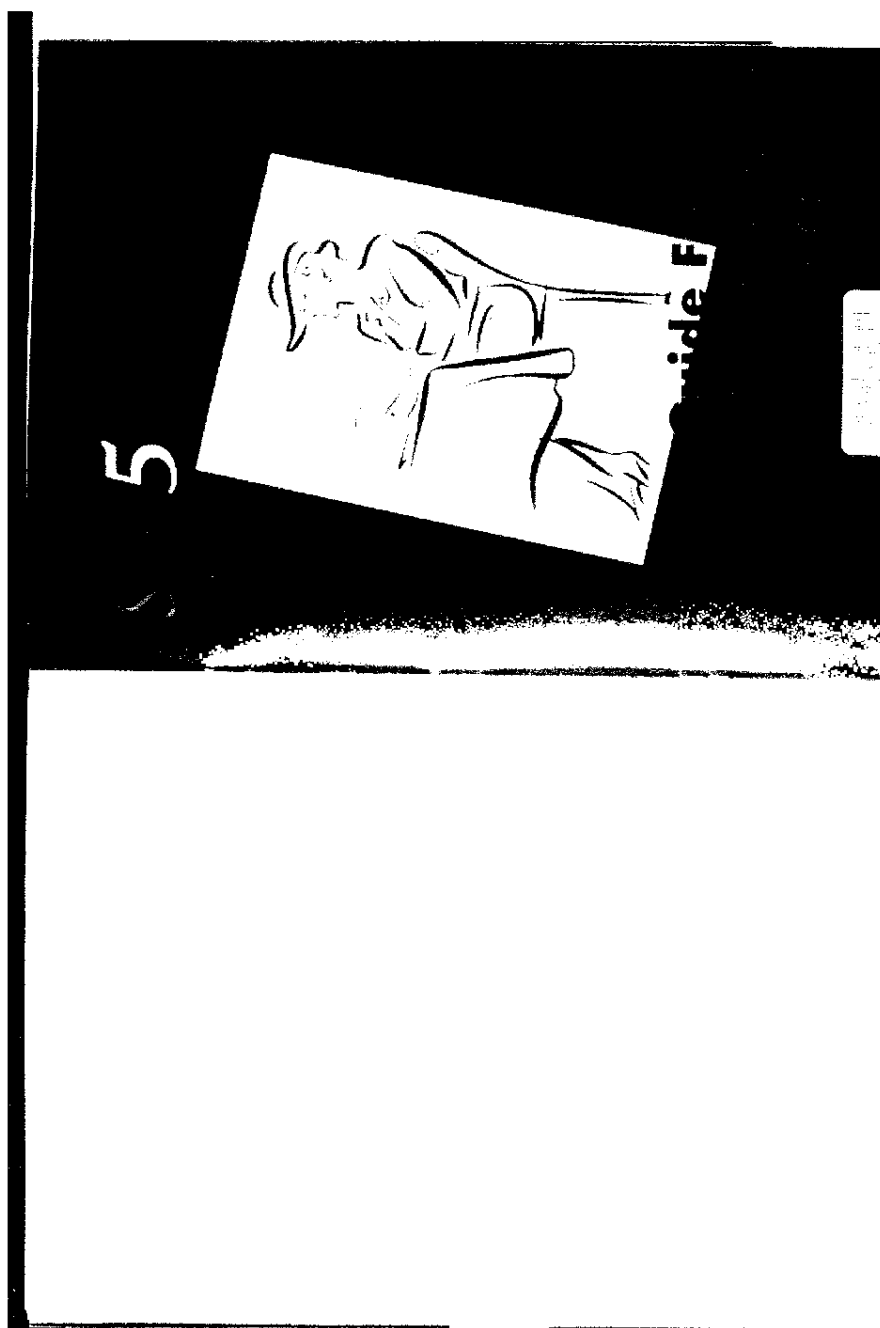
Enhancing Your HVAC System (cont.)

- Verify with maintenance professionals that they are checking and maintaining all valves, control knobs, thermostats, filters, coils, blower motors, electrical plugs and connections.
- Check air filters for quality and fit. Clean and replace filters when needed.
- Inspect the interior of the air handling unit when checking filters. Be sure the bottom is dry and the drain works properly.
- Clean all visible vent grilles in rooms and common areas to increase air flow and remove dirt build-up.
- Inspect rooms, especially bathroom areas, for mold and bacterial growth. Clean the non-porous surfaces (such as tiles) and replace porous materials where these substances are present (such as wallpaper or wallboard).
- Check bathroom exhausts to be sure they are operating properly and vent outdoors.
- Clean ceiling fans, if applicable.
- In hotel restaurants and lounges, be sure to clean grease from the kitchen exhaust ducts. You may want to consider using a company that specializes in this work.
- Clear the area around your air handling unit. Do not let debris, such as boxes, block air flow and do not store chemicals near or inside your air handling unit.

- Clean and/or paint exterior units to prevent rust. Reapply corrosion treatment if located in coastal areas exposed to salt air.
- For a list of consulting engineers in your area, call the American Consulting Engineers Council (ACEC) at (202) 347-7474. Ask for the Membership Records Department. There is a fee for the list. ACEC can also refer you to a local chapter in your area.

If you have additional technical questions regarding the design, operation and maintenance of your HVAC system, call the INvironment® Hotline at (800) 722-9093 free of charge. INvironment is a program developed by the Chicago-based Chelsea Group, Ltd. to help provide a combination of information and technical services to improve the quality of the indoor environment. INvironment is a registered trademark of Chelsea Group, Ltd.





A Guide For Hotel Restaurants And Lounges

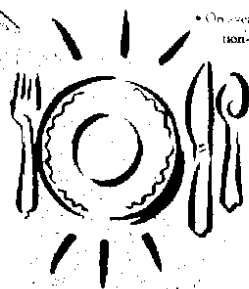
How To Arrange Your Seating And Table Settings

In one restaurant chain, guest checks of parties with smokers are typically 10 percent higher than those of parties without smokers.

A national poll conducted by USA Today/CNN found that a majority of Americans favor either designated sections or no restrictions in restaurants (61%) — further support for providing an accommodating environment for customers in hotel restaurants and lounges.

In addition, an audit of one restaurant chain showed that:

- Guest checks of parties with smokers are typically 8.3 percent higher than those of parties without smokers.
- Non-smoking and smoking parties occupy tables for the same amount of time.
- On average, smoking parties are larger than non-smoking parties.
- Preferences for non-smoking and smoking areas vary significantly by daypart, individual restaurant and geographical location.



The Accommodation Seating Formula contained in this section will help you develop appropriate non-smoking and smoking sections by monitoring the seating preferences of your customers. Other tips to consider include:

- Test consumer preference for non-smoking and smoking sections by using the Accommodation Seating Formula and configuring your seating accordingly.
- Use The Accommodation Program signage to identify your non-smoking and smoking sections clearly.
- Be aware of your restaurant's ventilation flow and designate non-smoking and smoking areas accordingly.
- Consider placing your core smoking area closest to the building's main air return duct to limit the possible drift of tobacco smoke.
- Utilize existing architectural features wherever possible to configure your non-smoking and smoking sections (e.g. consider using elevated areas as smoking sections).
- Arrange your seating configuration so that non-smokers are not required to pass through the smoking section.
- Allocate some of the best tables for each section (e.g. window or booth).
- Clearly separate and designate dining and/or bar areas to accommodate non-smokers and smokers.



Thank You

Thank you for accommodating non-smokers and smokers. You can count on my business in the future. To show that you welcome all of your guests, please participate in The Accommodation Program and display this symbol. Program participation and materials are FREE.

Call 1-800-929-1414 today to participate!



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Sample Accommodation Seating Formula Worksheet

Complete a separate sheet for each daypart (lunch, dinner, brunch).
Ask each party its preference and note response under party size.

- | | Non-Smoking | | | | | Smoking | | | | | | | |
|------------|---|---|---|---|----|-----------------|---|---|---|---|-----------|-----------------------|----|
| Party Size | 1-2 | 3-4 | 5-6 | 7-8 | 9+ | 1-2 | 3-4 | 5-6 | 7-8 | 9+ | | | |
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| | | | | | | EXAMPLE: | | | | | | | |
| | Sub-Total | | | | | | | | | | Sub-Total | Today's Total Parties | |
| Total | 9 | 9 | 3 | 2 | 0 | 23 | 7 | 5 | 6 | 2 | 0 | 20 | 43 |
| % | 41% | 41% | 14% | 4% | — | 100% | 35% | 23% | 26% | 10% | — | 100% | |

Date/Daypart

How To Be An Accommodating Host/Hostess

Smoking

Party
Size

1-2	3-4	5-6	7-8	9+
-----	-----	-----	-----	----

1-2	3-4	5-6	7-8	9+
-----	-----	-----	-----	----

[illegible]

Date/Day/Year

2

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How To Be An Accommodating Server

Servers, because they are extremely visible and directly interact the most with customers, probably embody the spirit of the restaurant more than any other employees. As a server, it is critical to provide the highest level of customer service during the dining experience.

Make sure that ashtrays are empty and clean, and that there are no ashtrays on the table if it is in a non-smoking area.

Before greeting your customers, inspect their table, chairs and the surrounding area for cleanliness. Make sure that ashtrays are empty and clean and that there are no ashtrays on the table if it is in a non-smoking area.

- **Cheerfully greet your new customers.**
- **Immediately check with the host/hostess or manager to reseat guests who are not happy with their seating.** (See the "How to Handle Customer Complaints" section.)
- **Mollify the manager if you have a problem with a customer.** For example, he or she becomes disruptive or begins to smoke in a non-smoking area. Remember that the customer is always right and do everything in your power to ensure a pleasurable dining experience.
- **Carry an extra pack of matches or a lighter to assist your smoking guests.** Know where to obtain cigarettes on behalf of your smoking guests.


Ashtray Guide For Servers And Bus Employees

Cap (or cover) ashtrays when walking through the restaurant to eliminate stray ashes from falling onto the floor or tables. Remove capped ashtrays from the table quickly and replace them with clean ashtrays. Also, cap ashtrays when walking through the kitchen area.


Empty ashtrays and dispose of ashes just before each course is served, even if there is only one cigarette in an ashtray. Replace ashtrays after two cigarettes are extinguished, even if between courses. Extinguish all smoldering ashes before disposing.

- **Remove ashtrays after each meal and clean.**
- **Wipe table clear of ashes, matches, cellophane wrap and cigarette packages.**
- **Make sure non-smoking tables do not have ashtrays on them and that there are adequate numbers of ashtrays and boxes of matches available on smoking tables.** (Two ashtrays for six tops and three ashtrays for eight tops). Also, remember to place ashtrays in all areas of your restaurant where smoking is permitted, including restrooms, waiting areas, bars and hotel lobby, etc., law permitting.
- **If possible, have a separate section available on your bus cart where you can properly dispose of ashes.** Carry clean ashtrays, if possible.






Thank You
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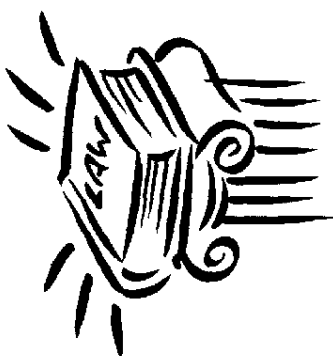
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Step 6



**Your
Local/State
Laws**



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Your Local/State Laws

If you are not already familiar with the laws that may dictate specific smoking regulations in your area, it is advisable to check with your local or state hotel association or Chamber of Commerce to ensure that you are complying. You should obtain and review applicable statutes, regulations, and ordinances and keep copies of your state and local laws on hand for easy reference. If a customer has a specific question you will have easy access to the actual laws or ordinances.



Signage

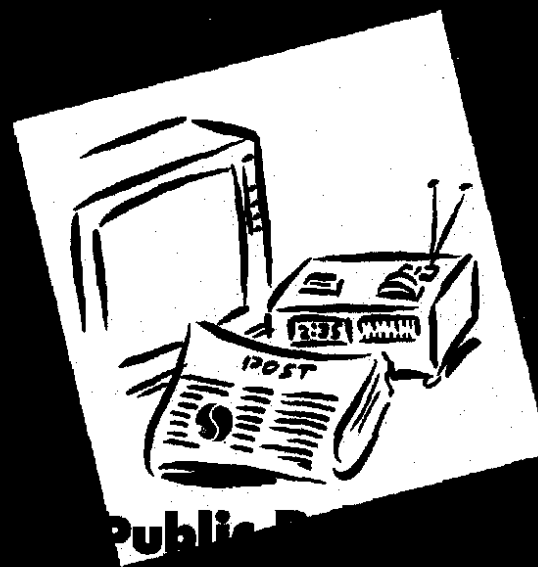
Communicating your smoking policy to guests is very important. Participating in The Accommodation Program is a positive way to inform your guests clearly that you welcome everyone.

The Accommodation Program signage is available to you **FREE** of charge. The Accommodation Program symbol will help you to communicate that you have made special provisions for both your non-smoking and smoking guests.

Consider using signage in the following areas:

- At the registration desk, place a desk sign that informs guests that you provide non-smoking and smoking rooms to meet their preferences.
- Place wall plaques outside of elevator doors to designate non-smoking and smoking floors.
- Small room plaques can be placed on room doors to remind guests of their selection. This is especially important for rooms-only motels.
- Within the room, table tents can be used to inform guests of your policy. These table tents also can inform non-smoking customers where they can entertain guests who choose to smoke (e.g. the lounge, restaurants or lobby) to encourage compliance.
- Include a section in your guest services manual about the hotel's policy to accommodate all customers and clearly designate where smoking is and is not permitted.
- Signage is also appropriate within the lobby, lounge(s) and hotel restaurant(s).

Call 1-800-929-1414 to request The Accommodation Program catalog, and use it to order **FREE** materials and signage.



Please Accommodate



I noticed you don't provide smoking accommodations. Did you know most customers support accommodations for non-smokers and smokers? If you'd like my business in the future, please accommodate smokers. The Accommodation Program can help. For FREE information: 800-929-1414 today to participate!



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Public Relations

Now that you've taken steps to accommodate the preferences of all customers, it is time to get the word out about your commitment to customer service. There are a whole host of ways to do this. Here are a few:

Publicity

Hotels have many opportunities to promote themselves through publicity efforts. Publicity generally refers to free media exposure such as articles in local, regional or national publications and short features on television and radio. It is beneficial because it can create public awareness, increase the number of reservations, enhance your reputation, possibly boost sales and generally keep the public informed about your hotel.

But what constitutes news? Hosting a Cigar Night, the expansion or remodeling of rooms or a restaurant; hotel involvement in a community event; introducing a new fitness/spa area; or a major appointment or promotion are all examples of newsworthy information about your establishment.

There are a number of media contacts that may be interested in news from your establishment. A few examples of print media contacts and their interests include:

Business Editor — This editor may be interested in your attracting a major convention to town. Consider working with your Convention and Visitors Bureau to make a major announcement. This editor may also be interested in managerial staff hirings, promotions or other business-related activities.

Travel Editor — If you come across an interesting article in a trade magazine, especially surveys or trend stories about travel, you may want to pass it on and offer your perspective. You also might want to offer yourself as a local resource when the editor needs a local perspective on stories on the hotel industry.

Food Editor/Restaurant Critic — If you have a chef in one of your hotel restaurants that has an expertise in food preparation, make them available as a source of authoritative information to this editor.

Real Estate Editor — If you make major architectural changes/interior facelifts or sign a new lease, let this editor know.

Lifestyle Editor — This editor may be interested in staff members with unusual talents or interests, or an interesting story about one of your regular or celebrity customers.

News Editor — Inform this editor if you participate in community drives, hold a special event, know of a staff member who has performed a public service or if you are involved in any other community-related activity.

If you have a story idea and are not sure which editor to approach, call the publication or station and ask for the city desk. You will be directed to the proper editor. You also may want to contact your state hotel association for help in promoting your establishment.

When working with radio and television media, opportunities to get your story on the air are somewhat limited, but not altogether impossible. One example of the type of on-premise events that might make it onto a news broadcast would be a function or convention involving a local political figure or well-known celebrity.

Another broadcast opportunity is the talk show. You may want to consider contacting the producer of a local TV or radio talk show and suggest a segment on a hospitality- or restaurant-related topic. Your suggestion should be of broad general interest such as changing patterns in leisure travel, tips when traveling with children, security issues, or good hotel/restaurant manners to name a few.

Additionally, you may want to develop a short paragraph describing your establishment that can be used in hotel guides or other such publications. Be sure to mention your location, hotel restaurants/lounges, availability of fitness/spa areas, credit cards accepted, and other special amenities such as The Accommodation Program.



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*Public Relations (cont.)***Direct Mail**

The direct mail technique is a great way to inform, persuade and remind your established and potential customers about your hotel and/or restaurants. The opportunities to use direct mail are almost inexhaustible.

Here is a small sampling:

- Announce room expansions or remodeling
- Announce a new hotel restaurant opening
- Announce new weekend promotion or special rates
- Announce new customer service program —

The Accommodation Program

- Extend birthday/anniversary wishes
- Offer private rooms for special or business events
- Share rave reviews with patrons
- Welcome a new business neighbor to the community

Direct mail can be very cost effective since it offers flexible timing and can target specifically the customers you wish to reach.

Community Relations

A vital aspect of your promotional activities is the cultivation of friendships with other members of the hospitality industry. For example, get to know the Convention and Visitors Bureau and the Chamber of Commerce, if you haven't already. Encourage them to direct hotel guests to your establishment when conventions are being courted or secured.

Additionally, make your establishment known to the large employers in your community. You may want to attract employee and company entertainment business.

Questions From The Media

At some point, the media may ask you specifically about The Accommodation Program. The following messages may help you respond:

- "We recognize that all guests are important regardless of their preference to smoke or not smoke."
- "We neither advocate smoking nor encourage non-smoking; we are providing a service to all our guests."
- "We participate in The Accommodation Program and display the symbol because we are responsive to the preferences of both non-smokers and smokers."
- "We are aware that some people prefer to stay in a non-smoking room and that others prefer to stay in a room where they can smoke."
- "We demonstrate our commitment to customer service by participating in The Accommodation Program, which accommodates both non-smoking and smoking preferences and encourages paying attention to overall areas of customer service, including proper ventilation, room configuration and other service-related issues."
- "As a business establishment, we prefer to manage our own business and voluntarily satisfy the non-smoking and smoking preferences of all our guests."





Please Accommodate



I noticed you don't provide smoking accommodations. Did you know most customers support accommodations for non-smokers and smokers? If you'd like my business in the future, please accommodate smokers. The Accommodation Program can help. For FREE information:

Call 1-800-929-1414 today to participate!



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Telephone/Resource Directory:

The Accommodation Program..... (800) 929-1414
(To order additional FREE materials)

INvironment® Hotline..... (800) 722-9093
(For Free HVAC Information)

American Consulting Engineers Council (ACEC)..... (202) 347-7474
(Association provides a list of consulting engineers in your area for a fee.
ACEC can also refer you to a local chapter in your area.)
1015 Fifteenth Street N.W., Suite 802
Washington, DC 20005

American Hotel & Motel Association (202) 289-3193
1201 New York Avenue N.W., Suite 600
Washington, D.C. 20005

American Bed & Breakfast Association (804) 379-2222
10800 Midlothian TPKE.
Richmond, VA 23235-4700

National Bed & Breakfast Association (203) 847-6196
P.O. Box 332
Norwalk, CT 06852

National Restaurant Association (202) 331-5900
1200 Seventeenth Street, N.W.
Washington, DC 20036-3097
For weekly updates on pending legislation..... 1 (800) NEWS-NRA

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For easy reference, use the following section to fill
in the names of your local and state associations:

Your Local and/or State Restaurant Association(s):

_____ () _____

_____ () _____



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